

REMARKS/ARGUMENTS

In response to the Examiner's final Office Action of June 30, 2009 issued in the present RCE application, the Applicant respectfully submits the accompanying Amendment of the claims and the below Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to specify that the recess and cartridge are elongate and that the power and data terminals are located within either longitudinal end of the recess to contact corresponding power and data terminals located upon either longitudinal end of the cartridge. Support for this amendment can be found at page 24, line 28-page 25, line 8 and in Figs. 5 and 21 of the present application; and

dependent claims 2-4 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application, nor any new issues to the prosecution of the present application.

Regarding 35 USC 103(a) Rejections

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 2-4 dependent therefrom, is not taught or suggested by Reed and/or Bolash in view of Silverbrook, because unlike the claimed invention in which the power and data terminals are located at the longitudinal ends of the elongate recess for receiving the printhead cartridge, the busbars 58, 60 and the flexible printed circuit board 54 provides contacts all along the length of the printhead assembly 10 as is necessary because multiple individual printhead modules 12 are received in the assembly which must be individually electrically connected (see col. 4, lines 11-50). Thus, in any combination of Reed, Bolash and Silverbrook multiple contacts would be provide along the length of the assembly, not at the longitudinal ends as required by the claimed invention..

It is respectfully submitted that the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

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